

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / SEMESTER - IV
(2012 COURSE)(CHOICE BASED CREDIT SYSTEM)/ M.B.A.
(FM) SEMESTER - IV (2013 (CHOICE BASED CREDIT SYSTEM)
: SUMMER - 2018**

SUBJECT: ELECTIVE-VI SALES AND DISTRIBUTION MANAGEMENT (MM)

Day: Friday
Date: 11/05/2018

S-2018-1912

Time: 02.00 PM TO 05.00 PM
Max. Marks: 100

N.B:

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section-II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to the sections should be written in **SEPARATE** answer book.
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SECTION-I

- Q.1** What is sales forecasting? State the qualitative methods of sales forecasting with its merits and demerits. (15)
- Q.2** Discuss the role and functions of wholesaler and retailer in contemporary marketing environment. (15)
- Q.3** What is sales territory? Discuss the various methods of designing the sales territories. (15)
- Q.4** What is channel conflict? State various types of channel conflicts and explain its mechanism to resolve such conflicts. (15)
- Q.5** Discuss in detail recent trends in sales and distribution management in India market.
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Qualities of sales manager
 - b) Sales Incentives
 - c) Salesmanship
 - d) Sales Audit
 - e) Personal Selling

SECTION-II

- Q.7** A chain of hotel in India is wishing to maximize the sales of its services up to 30%. As a sales manager of the chain of hotels design a sales strategy with tactics for achievement of its objectives in the financial year 2017-18. (20)
- Q.8** As a sales manager of the fertilizer marketing company in private sector design a training programme for it's newly recruited sales force. (20)
- Q.9** As a sales manager of a Chitale Milk project supplying milk and milk products to metro cities in India, design a distribution channel. (20)

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